

ABSTRACT OF THE DISCLOSURE

Techniques for interacting with a client process on a mobile device connected to a network over a wireless link to navigate an application includes managing information at a mobile application server executing on a platform connected to the network. The
5 information includes first data describing a graphical element for display on the mobile device. The first data also includes a first reference to the graphical element and a second reference to a page associated with requesting a service from a first application. Second data, based on the first data, is sent to the client process for rendering the graphical element on the mobile device. The second data includes the first reference. Third data is received indicating
10 the first reference in response to a user of the mobile device selecting the graphical element. In response to receiving the third data, the page from the first application is requested based on the second reference. This page by page navigation leaves more room in the limited memory of the mobile device to present the user with more options than is often possible using either cookies or URLs with parameter information, as in the conventional approaches.